

Holiday Inn I-64 Westend



Richmond, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Holiday Inn

"142 room hotel with 5,000 sq. ft meeting space, full service restaurant and lounge. Free parking and WIFI. All newly renovated guest rooms complete with microwave and refrigerators."

Green Statement: "We just completed a \$3m dollar renovation and have seen the savings from installing new more energy efficient items."



CORE ACTIVITIES for Lodging

"☑" This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Holiday Inn** can expect the following practices:

☑ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Use and "ozone laundry system" that greatly minimizes need for detergent and saves water

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, batteries, electronic equipment
- Clearly marked recycling bins at the end of each hallway near vending machines
- Track overall waste bills

- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease
- Donate excess food from events
- Have an effective food inventory control to minimize waste
- Purchase locally grown produce and other foods
- When disposable containers are used, they are made from recycled content
- Use reusable dishware and glassware, and minimize use of disposables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use menus and table placards as an opportunity to communicate green activities
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Use integrated pest management (IPM)
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers



☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - high efficiency dishwashers
 - waterless urinals
 - automatic faucets or toilets in public restrooms
- Have an effective landscape management plan which minimizes lawn areas

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an "energy management system" in place to track and meter energy usage
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting
- Use occupancy sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation

- Use EnergyStar's Benchmarking Tools for the Hospitality Industry
- Turn off lights and air conditioning when rooms are not in use

- ☒ **Green Events Package.** The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:
- Promote the availability of "green meetings/conferences" in marketing packages
 - Use no bottled water or disposable eating utensils during any meeting

For more information on **Holiday Inn I-64 Westend**, see www.holidayinn.com/ric-westend or contact **Liz McIntyre** at lmcintyre@holidayinni64.com or **804-521-5485**.

For more information on **Virginia Green Lodging** program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org.



Virginia Green Lodging program is a supporting partner of **Virginia Green**, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

